



Promoting Social Responsibility

UFADHILI TRUST PEACE INITIATIVE IN NAIROBI AND KISUMU REPORT

FEBRUARY 2009-FEBRUARY 2011

PRESENTED TO: UFADHILI TRUST STRATEGIC PARTNERS

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Community Resource Mobilization & Volunteering Programme: Promoting Peace and Development through Sports, Active Non-Violence (ANV), Harnessing Locally Available Resources and Multistakeholders Approach

1. Introduction

Ufadhili believes that for development to truly reflect the needs, wishes and aspirations of local communities, it must also be supported by the resources controlled by these communities. There are enormous resources in East Africa and this must be harnessed effectively for sustainable development. However, this process can not be effective if there is no peaceful coexistence and a common understanding amongst the community members as evidenced during the post election violence of 2007/2008 in Kenya.

Ufadhili therefore supports Active Non-Violence (ANV) in fighting social injustices and promoting good governance and sustainable integrated development in Kenya. Towards this end, Ufadhili in partnership with the Foot Soldiers has in the past since 2009 organized for Peace Weeks in Nairobi and Kisumu bringing together all the constituents from the different counties.

Ufadhili appreciates the kind support of her strategic partners including Cordaid, Rattansi Educational Trust; Nairobi Sports House; AAR Health and Ambulance Services; Extreme Sports House Ltd; Ministry of Gender and Social Development (DGSDO Westlands) and Women Enterprise Fund Offices; Ministry of Youth and Sports and Youth Enterprise Fund Offices; Constituency Development Offices in Kisumu and Nairobi; His Worship the Mayor's office and Municipal Council of Kisumu; the Foot Soldiers and the different Football Clubs from Nairobi and Kisumu; the different media houses; community members and individual citizens who have continued to support the annual peace activities since 2008 and other community initiatives undertaken by Ufadhili Trust in different ways.

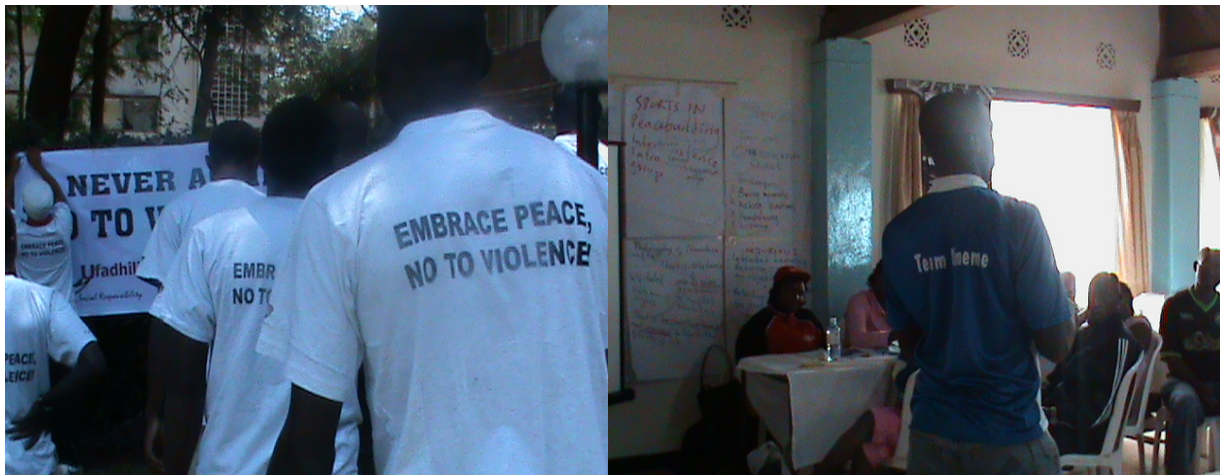
2. Successes Since 2008

Building up from 2008, this year's Peace Week was held from the 16th to 27th Feb 2011 in Nairobi and will be held over the Easter Holidays in April 2011 in Kisumu. The very first peace week was held in December 2008 in Kisumu after the post election violence (PEV). Through this process, Ufadhili has:

2.1 Trained community members as Trainer of Trainers (TOTs) in conflict resolution, active non-violence and peace building in Nairobi and Kisumu and identified young people who were once known to be "bad boys" and shunned by society to be the Peace Ambassadors in their neighborhoods in Nairobi and Kisumu.



Group work during ANV ToT Training session and Participants being presented awards and Certificates at the end of training



Participants of the ToT training and Mr.Kassidy Kamadi a Coach from Umeme SportsClub advises participants on how to apply ANV in sports & daily life



Mr.David Rudisha, a renowned athlete interacts with the ToT trainees and Participants at the end of training

2.2 Mobilised former and current Football players in Kenya to be mentors to the youth.

Through this, Ufadhili is assisting the group to form an investing and saving SACCO that will improve their livelihoods in terms of saving and investment opportunities. This is because sports and especially football is a vital tool in mobilizing young people to promote positive change and development in society, yet many a times most young people in this rich industry lack skills to save finances for future and also invest thus the poor conditions that most of the former players live in today.

We want to encourage an attitude shift of the youth from being squanderer when they access little financial resources to create wealth through savings and investing with the idea of “Kula tano, bakisha tano” and saving for their future.



(L)Players who are mentors & peace ambassadors and(R) a strategic brain storming session with former players at Ufadhili

2.3 Use of sports to promote peace, development and sustainability: Organised for events that nurture young people's talent and build capacity of community groups. One of the major events is the annual National Accord Peace Soccer tournament started in 2008 after the PEV of 2007/2008 in Nairobi and Kisumu, targeting communities that were worst hit by the PEV. This aims at promoting peace and development through sports and also provides an avenue for young people to promote their talent. It also offers talent search opportunities and has given poor and marginalized young people avenues to participate and build their talents through "art-preneurship" i.e. encourage young people to turn arts and their talents into business enterprises and be self-employed, thereby promoting economic empowerment and use of sports to improve livelihoods of the poor urban youth, instead of the latter wasting their lives in drugs and other social evils in their communities. Here, Ufadhili is closely working with former international and national soccer players in the country.



Mr. Francis Buoy of the Foot Soldiers presents the runners-up award to Kariobangi Sharks FC coach in 2009 during the National Accord Peace Initiative Tournament. Cheering on is Ms. Pam Ogonya of Ufadhili Trust and friends from the UK and Kenya. Much appreciation to Mrs. Vijoo Rattansi of Rattansi Educational Trust and Nairobi Sports House team for providing the Trophies for the Winners!



(L)Mr.Baba Gasto,a disabled performing artist from Kibera entertains the crowd during the games, while (R) Mr.Hussein Mohammed, the CEO of Extreme Sports House Ltd invites players for the final games on the 27th Feb 2011 at Woodley Grounds. Much appreciation to all artists and Mr. Hussein for finding time to celebrate with us!



Final matches going on



ARR Team at work providing First Aid services to injured players during the final matches on the 27th Feb 2011. Much appreciation to Mrs. Beckmann and AAR team for providing this very important service during the tournament!



Young Traditional dancers had an opportunity to showcase their talent while the exhibition match between former players and peace ambassadors takes place !

Upcoming artists from Kibera showcase their talent too!



Awards Presentations: Organizations & Citizens being recognized for their input in promoting positive change in Society





Kibera Celtic FC, the winners of the 2011 National Accord Peace Initiative Tournament celebrates

2.4 Promoting responsible citizens' organisations and citizens: Among other forums, Ufadhili organised for a forum in Nairobi on 21st Feb 2011 on Demystifying Football in Kenya to sensitize the soccer fraternity on issues related to soccer in relation to the upcoming Football Elections in April 2011.

Further, Ufadhili and her partners promotes “Environment Conservation conscious” generation of young people and organised for tree planting and clean up activities in Kibera-Nairobi in 2010 and 2011. Similar initiative is being undertaken in Kisumu. These are simple long and short term ways of mitigating the effects of climate change at community level and promoting green cities in Kenya. In addition, Ufadhili encourages citizen participation in decision making in the country by convening various forums where citizens actively engage with office bearers to improve service delivery in Nairobi and Kisumu and influence policy making at National Level.



Participants representing different groups from Nairobi in attendance during one of the forums



Mr. Hussein Mohammed(L) Youth Agenda Board Chairperson &CEO Extreme Sports House Ltd. addresses participants on the importance of maintaining peaceful coexistence and using sports for development and effective management of football in Kenya and (R) Mr.Ondeng'o from the Office of the Prime Minister-Greening Peace Initiative advices participants on the importance of planting trees and promoting a green city.

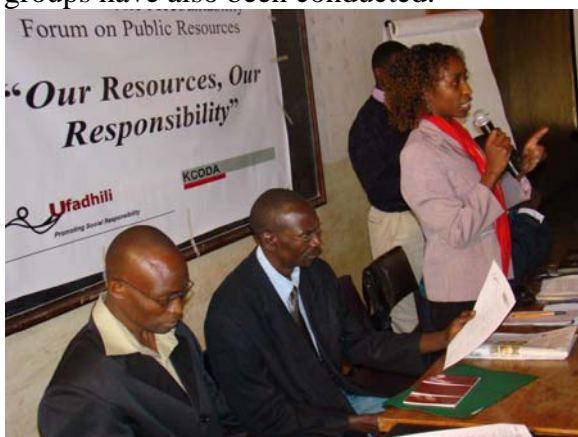


Mr. Muhati Ihaji a former football player and currently a youth mentor awards participants of Community Work and Tree planting for their input!



Mrs. Rhoda Odhiambo, Senior Social & Development officer being recognized for her input in society by Ms. Gladys Kwambo from Street Soccer

2.5 To enhance effectiveness of citizens' organizations & promote good governance among CSOs & other institutions, Ufadhili has over the years embarked on capacity development of various target groups. This has seen very successful community groups, running very effective programmes at community level. Further, entrepreneurship trainings targeting youth and women groups in Nairobi and Kisumu which has led to these groups running successful businesses and accessing business loans from MFIs, thereby improving the livelihoods of these groups have also been conducted.



Forum on pro-poor policies held in Kisumu and Nairobi and promoting Active Non Violence in 2010



Mr. Wainaina (CEO Women Enterprise Fund) addressing participants during the Women Entrepreneurship Training organized by Ufadhili Trust in partnership with Women Enterprise Fund, Social Development Office, Westlands District in 2010

2.6 Promoting Community Work, Volunteerism and Philanthropy

As one way of harnessing locally available resources for effective and sustainable development in Kenya, Ufadhili has continued to encourage the spirit of community work, volunteerism and philanthropy even at the very grassroots level in the community. This is because all these aspects are daily practiced by community members but there is need to strategically utilize these resources. To this end, Ufadhili in partnership with the Volunteer Involving Organisations (VIO) Network organised for Community Service Award and Volunteer of the Year Award in December 2010. This was to recognize individuals and institutions who have promoted positive change to society.



(L) Mr. Mumo Kivuitu, Executive Director of Ufadhili Trust delivers the opening remarks while (R) Mrs. Maryjka Beckmann, Executive Director of AAR Holdings Ltd presents Community Service Award to an individual community service winner during the COSA/VOYA Awards in 2010



(L) Mr. John Mramba, Chairperson of the Board of Trustees, Ufadhili Trust presents Community Service Award to one of the winning groups, while Ms. Pam Ogonya the session's MC cheers on and at right, Mr. Abbas Gullet, the Secretary General of the Red Cross delivers the keynote speech during the COSA/VOYA Awards in 2010

3. Way forward and Conclusion:

Ufadhili takes a multi-stakeholders approach in all initiatives undertaken and encourages tripartite partnerships with strategic partners in the private sector, public institutions, the government, the civil society i.e. NGOs/CBOs, and individuals and has thus facilitated various successful processes.

Building on the successes and lessons learnt from this very noble idea, we want to upscale the Peace Initiative to cover the whole country starting with the post election violence (PEV) hot spot regions. We must bear in mind the general elections that will take place in 2012 and thus

there is a huge need to promote peace countrywide so that we do not go back to where we were in 2007/2008 during the PEV . As Ufadhili, we can only do so much as an institution and thus to this end we look forward to further strategic partnerships with like minded private and public institutions and individuals.

Some of the key areas that we shall focus on as we project to the future include:

- I). Promoting peace in the target communities through sports, ANV and interactive ways;
- II). Improving livelihoods of the urban marginalized groups through sports, social entrepreneurship/enterprise development, saving and investing opportunities;
- III). Building capacities of the community groups for them to participate in decision making in the country;
- IV). Harnessing locally available resources to promote sustainable development through community service, volunteerism and philanthropy; and
- V). Networking, strategic partnerships and linkages

From Ufadhili Trust team, we once again do sincerely appreciate your continued support in supporting community initiatives that results to a better tomorrow and future for the poor and disadvantaged in our society. We look forward to continued partnerships.



Ufadhili Trust team during a team building session in 2010. The team works tirelessly to ensure all initiatives undertaken by the organization are successful and benefit the target groups.

Please do not hesitate to get in touch with us for more information on how we can partner as we continue with this initiative and finalise preparations to role out in different parts of the country. We believe, together we can achieve more and have a greater impact.